

ABSTRACT

Hayah Tuddin, Wakhid. 2015. The Relation of Consumers Motivation and Purchasing Decision of “Yamaha” Motorcycle Brand, in Tanggulangin District (Sidoarjo). Faculty of Psychology. Maulana Malik Ibrahim State Islamic University, Malang.

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Consumers motivation is one of the psychological factors that trigger a purchasing decision. A phenomenon that recently arises is the use of motorcycle. A growing variety of motorcycle encourages motorcycle companies to be able to compete in creating new innovations that can provide satisfaction to motorcycle users. Therefore, the motorcycle company must also incorporate excellence in its products.

This study aims to determine the relation of consumers motivation and the purchasing decisions of “Yamaha” motorcycles brand users among the society of Tanggulangin District, Sidoarjo.

This study employs quantitative methods. The study is conducted on the buyers of “Yamaha” motorcycles brand in Tanggulangin district, Sidoarjo. The number of samples are 144 respondents.

The result of the study reveals that the consumers motivation and purchasing decision are classified into the high category with the percentage of, respectively, 97% and 99%. Based on the output of SPSS 17.0 software, there is a significant correlation of $r_{xy} = 0.932$; $\text{sig} = 0.000 < 0.05$ between the consumers motivation and purchasing decisions of “Yamaha” Motorcycle brand. In other words, if the consumers motivation is higher, the level of the purchasing decisions towards the brand also becomes higher.